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THE DEFINITION OF THE NOTION OF PASSENGER QUALITY TRANSPORTATION SERVICES AND THE ANALYSIS OF THE MAIN FACTORS AFFECTING IT

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Summary

This article defines the concept of the quality of passenger transport services and performs the general analysis of the main factors that influence the formation of effective quality control systems of such services at transport enterprises..

Keywords: quality, passenger transport service, management, development, efficiency, management of the transport company.

Abstract

This article defines the concept of quality of transportation services and performance and a general analysis of the main factors that influence the formation of effective systems of quality management of services at transport enterprises.

Keywords: quality, transport service, management, development, efficiency, management of the transport enterprise.

Introduction

Research of problems of quality management of passenger transportation on transport enterprises stipulates the need to study the concept of "quality" as a theoretical category - establishing its aspects, methods and features of formation, the main stages of evolution, as well in connection with the requirements of the consumers, the constituent elements, i.e. the essence and structure.

Quality is one of the most capacious, complex, versatile categories that possesses numerous aspects, features, and therefore theoretical approaches to the definition of its notion.

Results of the research

The complexity of determining the category "quality of passenger transport service" is determined by the characteristics of transport products, the study of which allowed us to highlight the following features:

1. The process of production and consumption of any transport service coincides in time and space. Consequently, passenger transport products are manufactured and consumed simultaneously. Individual transport costs in a particular area can be considered as public necessary labor costs for transportation under normal social conditions. Industrial relations are specified in the middle of the inter-sectoral complex for production and provision to the consumer (passenger) the end product - transportation. Thus, the quality expresses the final result of the activity, and the final quality depends on the work at each stage of transport production.

2. The quality of the passenger transport service requires a stable connection between the carrier and the passenger (client), at which the passenger determines (confirms) the quality of service for using their own customer evaluation or the immediate properties of the services provided. Thus, there is a feedback between the client and the carrier: the client affects the quality and the flow of traffic, opting not for any service, but only for the one that meets his needs. The assessment given in the course of consumption of a service is its economic regulator.

In addition, the quality of passenger transport services is related to the main market goals of the passenger transport system. The improvement of the quality is one of the most important factors, which influences the increase of passenger transport profitability. As a result of the analysis, relationships between

the category of service quality with other market categories is confirmed and the following patterns are obvious:

1) Increasing the flow of traffic, reducing the prime cost and operating costs, the usage of marketing allows you to identify the needs of the client, which has a positive effect on the condition of the industry on the whole.

2) The quality of the passenger transport service must be taken into account when developing the public transport traffic schedules.

Thus, it is the service delivery process that produces the desired result, rather than transportation is considered the main type of transport services.

The features of the transport activity in terms of providing quality services are reduced to the following regulations:

- transport services cannot exist outside of the process of providing them (ie they cannot accrue);
- sale of transport services is, in fact, the sale of the results of the labor process, so the quality of the transportation services are determined by the quality of the work process itself;
- Passenger transport services are a specific consumer value only at certain times and at specific place or direction that significantly limits their ability to replace the market services;
- qualitative passenger transport services belong to the completion and / or services preceding the process of material production.

Today's conditions require carriers to reduce transportation time and to increase the level of service. In general, this means moving towards the consumer of transport services. This situation is expressed in the provision of various non-traditional and additional services, as well as in making extensive usage of the latest advances in communication and information technology. The provision of the qualitative additional services allows carriers to expand the range of their clients, increase profits, facilitate and accelerate the implementation of the new transport technologies, and increase stability and strength of connections in the market of passenger transport services.

Thus, the concept of "qualitative transport service" is becoming widely used in organizing and planning of the public transport operation.

The research and the analysis of the problem of quality of transport service of consumer transport services allowed to determine the main factors that ensure the quality of the provision of such services, and showed that existing service concepts are based on the assumption that high-qualitative transport service is achieved by providing the comprehensive service, that is, the more services is going to be provided to consumers, the higher the quality of service there going to be.

According to ISO 8402-86, service quality is defined as the set of properties and the characteristics of the service, its ability to meet specified or foreseeable needs.

The main problems of transport companies (internal factors only), which affect the quality, are:

1) Small number of staff. A considerable number of enterprises in the transport industry belongs to small businesses, they have the right size and management usually is carried out on the basis of interchangeability and combination of the performed functions. Under such circumstances essential requirements should be set for the management, their knowledge and skills in various fields, including the skills to delegate the authority.

On the one hand, such businesses are characterized by the dynamism and mobility that provides them with better opportunities for innovation, internal communications and operational decision-making. On the other hand, there are a number of management challenges that are complex and problematic for small companies, such as marketing research, development and implementation of logistics operations, implementation of quality management systems (international ISO standards).

The main options for overcoming the difficulties and disadvantages caused by the number of personnel of a small transport enterprise are:

- organization of work in the mode of management team;
- partnership with others, including larger firms, through contractual arrangements relations, as well as joining the integration complex and strategic alliances;
- involvement of consultants to solve a certain amount of management work;
- development of the company, including the enlargement of the number of employers and the acquisition of the status of medium-sized or large enterprise.

2. Insufficient flexibility and adaptability of management to new conditions of management. Considerable part of the public transport companies is slowly adapting their management systems to new conditions of management, changes in requirements coming from the external environment. At such enterprises mainly linear-functional management, which focuses on traditional labor separation and mainly the execution of current operations is undertaken. Almost no principles are used to implement targeted planning and problem-oriented management, the transition to which is most difficult for medium-sized and large transport companies, which have low innovation activity. The difficulties of applying this form of

management are created by not sufficient working out of its methodological support in the field of service. Key position of the problem-oriented approach to management, which is to prevent impending issues and, accordingly, in implementing promising management decisions that allow us to outperform competitors, as a rule, is only implemented by individual executives on an intuitive basis.

Excessive rigidity of the management structures of transport enterprises (large and medium-sized) can prevent the implementation of new management practices from developing. The management system of such firms has been restructured by implementing flexible, adaptable organizational structures, which are able to adapt to changes in the environment. Practically, this can be implemented by creating matrices management structures that are an adequate forms of organizational responsibility for the execution of appropriate target or programmatic processes that have been completed.

3. Low managerial competence of managers and specialists. This problem is quite acute in different sectors of the domestic economy and, of course, cannot bypass the sphere of passenger transport. It should be taken into account that the enterprises belonging to the sphere of national transport do not include the category of over profitable enterprises, so the best executives when choosing their own ways careers do not always favor this field.

The lack of managerial competence of the managers is confirmed, for example, by the results of sociological research, which results in 60% of managers under no circumstances (including complete lack of demand for products) would not change the specialization of their businesses. These executives are convinced that the main method of fighting import competitive commodity producers are increasing customs taxes. And only 5% of them could explain quite clearly why a business needs a marketing service and what its main functions are.

The low managerial competence of management leads to the fact that transport industry enterprises lack or do not perform such functions as:

- marketing (primarily search engine);
- management of logistics operations;
- management organization (on a systematic basis);
- personnel management (using modern personal technologies);
- product quality management (based on modern approaches to quality management);
- strategic planning and management of firm development;
- cash flow management, financial loss analysis.

4. Insufficient management. Here are some issues to address different types of security. First, there are obvious flaws in information systems management (excess of unnecessary information, false or outdated information, mismatch of information base to management tasks).

Secondly, there are obvious losses associated with an imperfect internal mechanism organizational management (irrational distribution of functions, suboptimal construction organizational structure, inefficient management decisions).

Third, the effectiveness (practical implementation) of the regulations used is insufficient activities.

The analysis of the components of the quality of passenger transport services led to consideration of the conditions and factors that support the organization of the planning, production and service delivery process, shortcomings and the development of long-term plans that are a set of aspects of quality of service:

1. Quality of service planning and development. The degree of conformity of services to market needs, technical conditions of the enterprise, which involves the use of strategy and tactics by management analysis of the results of the market study, the expected level of demand for services, provides a definition level of quality of services.

2. Quality of production and service. The process of implementing the intended quality in the end services, which involves the design of technological processes, ways of control, training staff, which guarantees the degree of compliance of services to the required requirements or the opportunity to improve Quality Scores.

3. Quality of elimination of defects. The degree of accurateness in the provision of services that provides for measures to provide services and follow the paths provided by the plan, carrying out maintenance measures in case of non-compliance of services with quality requirements, and also collecting information on the quality of services provided, identifying ways to improve quality, making changes to the service delivery process.

4. Quality of development of long-term plans. The degree of effective service delivery and providing long-term consumer demand for strategic goals, policies and objectives in the direction of service development to ensure that they are effective functioning, meeting customer demands, reducing costs and increasing economic impact.

Conclusions

Quality criteria are the main indicators of service properties that shape consumer perceptions of the quality of the services provided and is the basis for determining the degree of satisfaction with the services provided.

Requirements for quality transport services for consumers directly follow their needs. Consumer needs are clearly defined and they must be met quickly and sometimes instantly. In most cases, the need, which is not satisfied timely, is unnecessary for the consumer, i.e. demand for transport services has a clearly defined variable nature.

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